

# The Effect of Product Quality and Service Quality on Consumer Repurchase Intention of Alami Restaurant & Catering Service with Customer Satisfaction as an Intervening Variable

Nadia Khansa Salsabila

*Natural Restaurant & Catering Service*

nadiakhansa211097@gmail.com

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**Abstract**— This study examines the direct and indirect effects of product quality and service quality on the repurchase interest of Alami Restaurant & Catering Service consumers with customer satisfaction as an intervening variable. The variables studied were product quality (X1), service quality (X2), customer satisfaction (Y1), and repurchase interest (Y2). The respondents of this study were all customers of Alami Restaurant & Catering Service and this quantitative research distributed questionnaires to 270 customers of Alami Restaurant & Catering Service as respondents determined by purposive sampling techniques, namely customers who came directly to the restaurant and had made a minimum purchase once at the restaurant. The results found that 1) product quality has a positive and significant effect on customer satisfaction value of 0.000  $p \leq 0.05$ ; 2) service quality of 0.000  $p \leq 0.05$  has a positive and significant effect on customer satisfaction; 3) product quality has a positive effect on customer repurchase interest value 0.003  $p \leq 0.05$  and 4) service quality has a positive and significant effect on repurchase interest value 0.000  $p \leq 0.05$ ; and 5) product quality and service quality positively affect repurchase interest with partial mediation of customer satisfaction 0.000  $p \leq 0.05$ .

**Keywords:** product quality, service quality, customer satisfaction, repeat purchase interest, and restaurant customers

## 1. Introduction

The development of the business world today causes the number of new businesses to increase. This has led to the emergence of consumer preferences towards various choices of existing products or services. No exception to the growing trade, service, and investment industries today, especially the restaurant and catering business, require companies to be strategic and innovative in order to increase sales and maximize profits. It was recorded that from 2014 to 2019, the number of restaurants in the East Java area increased (can be seen in Table 1) (East Java Provincial Culture and Tourism Office, 2019). This phenomenon is in line with the needs and changes in the lifestyle of people who are more consumptive and fond of practical things. In addition, the lifestyle of people who work until night makes them order food more often than eating at home, coupled with busyness and other life demands reduce time in preparing consumption, both for daily food and for event dishes (Juniman, 2017). This causes the tendency of people to go to restaurants to just buy food or hold events to increase

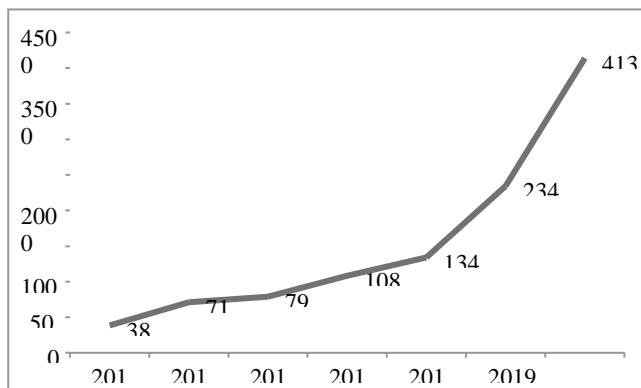
Table 11 Number of Restaurants in East Java Province (Latest), 2014-2019

Year	East Java	Surabaya	Percentage (%)
2014	1.706	383	22.45%
2015	2.930	713	24.33%

2016	3.007	790	26.27%
2017	3.432	1.083	31.55%
2018	4.169	1.341	32.16%
2019	7.060	2.347	33.25%

Source: Central Bureau of Statistics: East Java Provincial Culture and Tourism Office (Data processed by researchers, 2021)

From Table 1 it is seen that the number of restaurants in East Java has increased from 2014 to 2019, as well as the case in Surabaya. The development of the restaurant business in Surabaya from 2014 until now has increased significantly (can be seen in Figure 1), and has given rise to fierce competition. Until now, there are 4,138 restaurants or restaurants in Surabaya (Surabaya City Regional Financial and Tax Management Agency, 2021). This growth is supported by the level of public consumption and increasing population or population. This phenomenon certainly benefits consumers with more choices as considerations, for example in terms of price, product variety, and service. On the other hand, restaurant and catering businesses must be able to read the market and understand what consumers really want in determining the purchase decisions of the products offered. This is also due to the increasing appetite of consumers in choosing goods or services to meet their needs or desires. Especially if the consumer will hold a special event where consumption is often one of the indicators of the success of an event related to *pride*.



**Figure 11** Growth in the Number of Restaurants or Restaurants in Surabaya

Source: Surabaya City Financial and Tax Management Agency; East Java Provincial Culture and Tourism Office, (Data Processed by Researchers, 2021)

During the Covid-19 pandemic, the implementation of government policies ranging from Large-Scale Social Restrictions (PSBB) to the Implementation of Micro-scale Community Activity Restrictions (PPKM) to deal with this situation has impacted several industries, especially food and beverage provider businesses. In fact, Chairman of the Governing Body of the Indonesian Hotel and Restaurant Association (PHRI), Sutrisno Iwantoro, stated that as many as 1,033 restaurants in Indonesia officially closed permanently throughout 2020. The data in Table 1 and Figure 1 show that the percentage growth in the number of restaurants from 2014 to 2020 fluctuated but the number increased comparatively. This is because before the Covid-19 pandemic broke out, the restaurant industry had actually faced many challenges such as the implementation of an increase in the minimum mandatory wage and fluctuations in raw material prices in the market which affected the cost of production. Changes in consumer behavior with the presence of online

platforms are also a challenge for business actors who previously only served *dine-in* orders. Business actors who are unable to face challenges and adapt quickly and appropriately, then their business cannot survive.

The Covid-19 pandemic then increased the challenges facing the industry. However, many businesses also survive and thrive because business actors implement various strategies in dealing with this situation well, namely utilizing the role of technology, ranging from digital menu access by scanning QR-Codes, *cashless* payments, promotions and sales through digital platforms, and features to take their own orders at restaurants or *self-pick-up* to avoid physical contact or direct interaction with many people. The growth of the restaurant business is also due to millennials who plunge into the culinary business having creative and innovative business ideas, sales strategies, and promotions. In addition, the development of the culinary world has promising prospects and strong attractiveness because of its huge market (Waseso, 2020). On the other hand, the busy lifestyle of people and changes in the lifestyle of people who are consumptive and like practical things give rise to consumer purchase intentions for food and beverage products. This trend affects the high buying interest of consumers, thus encouraging the growth of the restaurant business.

The rapid development of the restaurant business that raises fierce competition then makes it difficult for management to maintain and increase customer satisfaction and loyalty that can be achieved if customers always have the desire to buy again. This phenomenon is related to research by Hong & Brahmana (2015) which aims to examine the impact of service quality on perceived value, the impact of perceived value on customer satisfaction and the impact of customer satisfaction on customer *repurchase intention* at Buro Bar Surabaya Resto. This research was motivated by the phenomenon of changing lifestyles of people who now prefer to eat outside the home accompanied by the phenomenon of the increasing number of restaurants to create fierce competition. The same phenomenon is highlighted by Anwar & Gulzar (2011) who examine the impact of perceived value on word of mouth endorsement and customer satisfaction with the mediating role of repurchase intention. This research is motivated by the phenomenon of the massive entry of franchises and fast food chains in Pakistan, where these chains emphasize the quality dimension of customer satisfaction service because consumers today have free desire and more choices to dine than before.

The theory underlying research related to this phenomenon is the *Theory of Reasoned Action* (TRA). *Theory of Reasoned Action* (TRA) is a modern consumer decision-making modeling, explaining that individual voluntary behavior is influenced by individual intentions formed from subjective attitudes and norms (Eagle et al., 2013). The basic assumption is that human beings behave in a conscious and rational way in considering their actions and the implications of their decision-making actions. This theory then underlies the findings in previous research that consumers' repurchase interest is influenced by the level of satisfaction with previous visits (Choi & Kim, 2013; Candan et al., 2013; Conin et al. in Anwar & Gulzar, 2011; Hong & Brahmin, 2015). Therefore, the restaurant business must have a strategy to build customer satisfaction that can affect repurchase interest such as efforts to maintain product quality and service quality.

Similarly, the conditions that occur in Alami Restaurant & Catering Service as one of the restaurant businesses in Surabaya with target consumers of business people or companies (Business to Business / B2B), individual consumers (Business to Consumer / B2C), and government or government institutions (*Business to Government / B2G*). Alami Restaurant & Catering Service is a restaurant that can be used by consumers as a place to socialize with its main target market targeting individual consumers, family, and friends or coworkers. Alami Restaurant & Catering Service is a restaurant business venture as a subsidiary under the Alami Group which also has professional catering services that offer a variety of flavors, ranging from Indonesian specialties, and *Chinese food* with the best quality and competitive prices. Alami Restaurant & Catering Service accepts catering or buffet orders in bulk, usually for special events such as meetings, government *events, gatherings, weddings*, and company employee consumption. The taste that has been maintained for a long time has become the benchmark for the success of Alami Restaurant & Catering Service to be able to survive until now.

In addition to functioning as a restaurant in general, the location of Alami Restaurant & Catering Service is also a "show room" of Alami Catering. Learning from experience, Alami Restaurant & Catering Service continues to improve for the better and wants to always realize the *positioning* and *tagline* "Five Star Taste, Street Price". The hope is that no one will refuse to buy Alami Restaurant & Catering Service products, assuming that if there are those who offer the best quality and affordable, then they don't have to buy other brand products that are more expensive. However, the condition of Alami Restaurant & Catering Service for the last five years (2016-2020) was not as expected where Alami experienced a decline in sales.

**Table 22** Natural Restaurant Sales Data, 2016-2020

Year	Average Sales/Day (Rp)	Sales (Rp)
2016	3.676.973	1.345.772.000
2017	3.162.199	1.154.202.500
2018	2.480.823	905.500.500
2019	2.351.660	858.356.000
2020	1.610.475	589.434.000

Source: (Data Processed by Researchers, 2021)

**Table 33** Comparison Data, Restaurant Sales Data X, 2016-2020

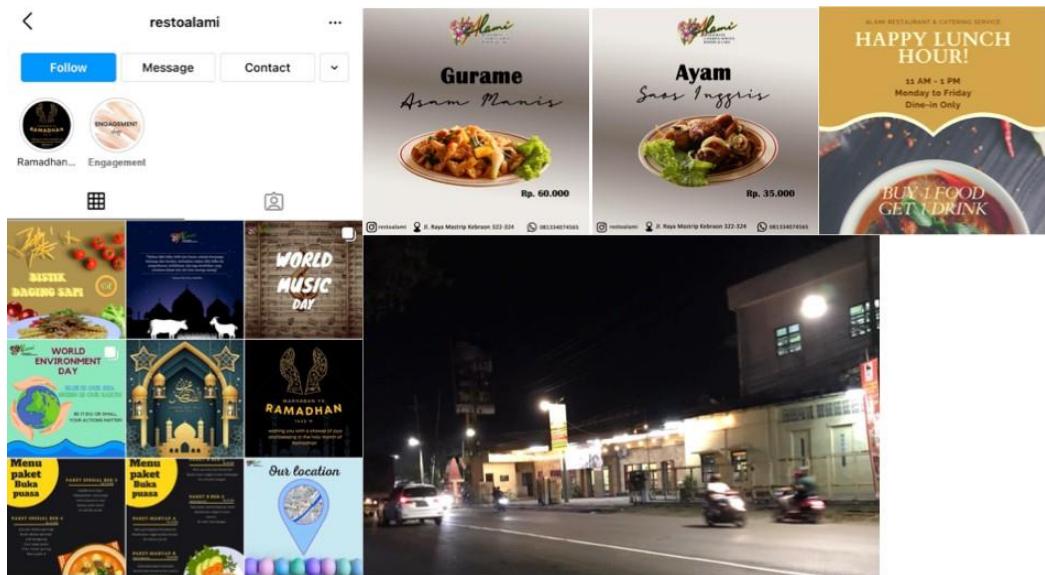
Year	Average Sales/Day (Rp)	Sales (Rp)
2016	4.000.000	1.460.000.000
2017	4.800.000	1.752.000.000
2018	6.075.000	2.217.375.000
2019	7.500.000	2.737.500.000
2020	3.750.000	1.368.750.000

Source: (Data Processed by Researchers, 2022)

Based on Table 3, it can be seen that Alami Restaurant & Catering Service experienced a decline in sales from 2016 to 2020 and became an important problem that must be addressed immediately. This condition can be said to be a real problem faced by Alami Restaurant & Catering Service because from the sales data of Restaurant X as a competitor of Alami Restaurant & Catering Service that researchers have obtained, there are no problems related to the decline in sales from 2016 to 2019 (can be seen in Table 3). For information, Restaurant X is also engaged in the field or type of business, has business activities, and targets the same target market as Alami Restaurant & Catering Service and moreover also serves large orders for various events. It can be understood that the condition of declining sales experienced by Alami Restaurant & Catering Service is not only experiencing cycles and trends in the restaurant business, but real problems experienced. However, specifically for 2020, Restaurant X's sales data also decreased due to the entry of the Covid-19 pandemic which then grew rapidly and had a major impact on various aspects of life and almost all industries, except the health and pharmaceutical industries whose trends actually rose. This is due to government policies ranging from Large-Scale Social Restrictions (PSBB) to the Implementation of Micro-scale Community Activity Restrictions (PPKM) to deal with this situation with curfew restrictions, appeals to stay at home, prohibitions and rules for eating at restaurants, and other policies that limit community activities, in this case ultimately have an impact on restaurant business sales.

To overcome these problems, Alami Restaurant & Catering Service has made efforts to increase sales. First, cooperation with *wedding venues* or halls such as Graha Adi Surabaya Building through wedding package offers. Second, pay attention to the physical facilities of the restaurant by cleaning and updating the swimming pool area, rearranging the restaurant *layout*, and providing long LED lights in front of the restaurant building to attract visitors, especially at night considering the location of the restaurant is less clearly visible. Third, do

marketing on Instagram social media to promote best-selling products, inform promos or discounts, and the latest info. However, there is a problem because Instagram Alami Restaurant was only created around the beginning of 2021 and is less active in marketing by *uploading* content because it does not have very competent employees or master the field of *digital marketing* so that *followers* and *engagement* on Instagram Alami Restaurant is still very little. Fourth, hold special events or promos to attract customers such as *Happy Hour* promos during lunch hour. Currently, Alami Restaurant & Catering Service is also collaborating with health agencies considering that the sector is on the rise due to the Covid-19 pandemic. However, the decline in restaurant sales (can be seen in Table 2) makes researchers want to know what underlies the problem because it will be used as a consideration for the future so that this business remains sustainable.



**Picture 2** Instagram Account, Promo Content and Natural Physical Condition of Restaurant Seen from Front

Source: (Data Processed by Researchers, 2021)

Another condition that occurred at Alami Restaurant & Catering Service was to record 46 complaints in the last year from April 2020 to April 2021. Of the total number of complaints in the past year, it can be categorized into several types of complaints based on problems experienced by customers when purchasing products or eating at restaurants as follows:

**Table 44** Natural Restaurant Complaint Data, April 2020-April 2021

Types of Complaints	Frequency	Description	Information
Taste	7	The taste of food is not appropriate with Chinese food flavor	Quality Product
Hygiene	5	There was a foreign object inside Meals served	Quality Product
Time Serving	11	Order serving time old food	Quality Service
Accuracy Serving	3	The menu served is there not to order	Quality Service
Employee	6	Employees are less responsive in serving customers	Quality Service
Availability	9	The menu you want to order is out	Quality

		of stock or unavailable	
Menu			Service
Facilities	5	Restaurant facilities are not clean or not working	Quality Service
<b>Sum</b>	<b>46</b>		

Source: (Data Processed by Researchers, 2021)

The Alami Restaurant complaint data above is obtained from the database owned by Alami Restaurant management where complaints are recorded from customers who experience problems when eating and or purchasing products at the restaurant. Some complaints are directly conveyed from customers to employees and on-site restaurant managers. Others are obtained from criticism and suggestion sheets filled out by customers and put in the suggestion box. However, not all customers always fill out the criticism and suggestion sheet, and on the other hand, the management of Alami Restaurant is not necessarily in providing the suggestion box.

From Table 4 it is known that there are quite a lot of problems complained by customers, which are then grouped into several types of complaints. As many as 12 complaints about taste and hygiene are problems arising from the quality of products provided by Alami Restaurant. While complaints about serving time, accuracy of presentation, employees, availability of menus, and facilities as many as 34 complaints are problems arising from the quality of service provided by Alami Restaurant. Therefore, Alami Restaurant must be aware of the element of dissatisfaction felt by customers over the quality of products and the quality of services provided.

Based on the complaint data in Table 4, the purpose of knowing and analyzing product quality (related to taste and hygiene) and service quality (related to serving time, serving accuracy, employees, menu availability, and facilities) is to overcome problems based on restaurant customer complaints about their experience buying products and experiencing service at Alami Restaurant. Even though food quality is one of the most important factors in the overall attributes of the restaurant industry to determine customer satisfaction and repeat purchases (Lamai et al., 2020). Customer satisfaction is also generated from customer assessments and expectations related to service quality. Lee et al. (2013) then showed if the satisfaction or dissatisfaction felt by customers with the products and services provided by the company was related to repurchase interest or repeat visit interest.

Based on a review of the literature and the phenomena found, this study aims to find out and analyze the effect of product quality and service quality on the *repurchase intention* of consumers of Alami Restaurant & Catering Service with *customer satisfaction* as an intervening variable. This research is important to examine because, first, there has been a decline in sales of Alami Restaurant & Catering Service in the last five years (2016-2020). Second, no survey has ever been conducted to find information related to customer satisfaction that can be useful to find out consumer repurchase interest. Third, there have been a number of complaints from customers related to product quality and service quality in the past year.

## 2. Literature Review

### 2.1 Product Quality

The definition of product quality is explained by Kotler & Keller (2016), namely product quality is the overall features and uniqueness of products and services based on their ability to meet the needs stated directly or impliedly. Product quality can not only influence consumer choice behavior in the pre-purchase phase but also affect satisfaction, intention to recommend and return to the post-purchase phase (Fatmawati & Soliha, 2017). Product quality assessment can then be broadly defined as a consumer assessment of the overall quality or superiority of the product relative to other alternatives (Aaker, 1991). In this study, the product in question refers to food as the main product provided by the company to consumers. Food quality is very important and must be considered by companies engaged in the food industry because it is the main product offered to consumers so that companies must try to maintain consumer expectations or expectations related to the quality of the products offered.

### 2.2 Service Quality

Service quality is the gap between what consumers want and what they actually get or feel (Putra & Rahyuda, 2018). Service quality describes the comparison of services obtained by consumers from companies compared to consumer expectations where service quality can be shown by meeting the needs and desires of these consumers (Kotler & Keller, 2016). Other empirical evidence shows that high service quality encourages positive consumer behavior intentions to make repeat purchases (Prabowo, Astuti, & Respati, 2020). This shows that service quality has a positive relationship with consumer loyalty and the intention to make repeat purchases through perceived value or consumer assessment.

### 2.3 Customer Satisfaction

Customer satisfaction can be understood as a person's feeling of pleasure or disappointment after comparing the performance of a product or service that is felt with the expectations he has (Kotler & Keller, 2016). Customer satisfaction can also be understood as an emotional assessment of consumers after using products or services where their needs and expectations are met (Tjiptono, 2014). So, customer satisfaction is the result of product and service evaluation by customers related to whether the product or service meets customer needs and expectations. If the performance of products and services is as expected, customers will be satisfied. Vice versa, if the performance of products and services is not as expected, customers will feel dissatisfied. Therefore, the company gives its performance target must exceed consumer expectations.

### 2.4 Repurchase Intention

Trisnawati et al. (2012) explained that repurchase intention is a form of customer behavior that gives a positive answer to what the company has given and is interested in visiting or re-consuming the company's products. Satisfied customers will make return visits upon arrival and are more likely to tell others about it (Fornell, 1992). In line with this opinion, Tjiptono (2014) and Tantri & Abdullah (2019) also suggested that repurchase intention is related to past behaviors that can directly affect interest and reconsumption behavior in the future. Meanwhile, according to Hellier et al. in Manopo & Widayanto (2019), repurchase intention is a decision planned by individuals to repurchase certain products, taking into account the situation and level of interest.

### 2.5 Relationships Between Variables

Product quality in the company will affect customer satisfaction, this is explained by Kotler & Keller (2016) that customer satisfaction depends on the quality of the products provided by the company, so that if the level of product quality is higher, the level of consumer satisfaction produced is also higher. Basically, every consumer wants the product received in accordance with his expectations. Likewise with the restaurant and catering business carried out by Alami Restaurant & Catering Service, the main product is food which is then associated with the quality of food that will be obtained by customers. Customers of Alami Restaurant & Catering Service will feel satisfied when they get dishes that have the highest quality. Then, good product quality will cause consumer buying interest, namely the quality of the products offered by the company will cause important considerations for consumers. To achieve competitive advantage and win the competition, companies must produce good quality for all products or services offered (Halim & Iskandar, 2019). For example, food products offered by Alami Restaurant & Catering Service when they have met consumer needs, which are not only filling, but also have the taste as promised, able to cause taste, and attract those who consume these foods. The good quality of the product will make customers to make repeat purchases at Alami Restaurant & Catering Service.

The quality of service provided by Alami Restaurant & Catering Service to customers will also affect customer satisfaction, this is in line with Kumasey's explanation (2014) explaining that good and quality service will meet customer expectations, and thus it can be ascertained that customers feel a sense of satisfaction. In line with this opinion, Kotler & Keller (2016) said that customers will be very satisfied if they get service that exceeds their expectations. Companies that improve or innovate in service quality will make customers feel satisfied (Saleem & Raja, 2014). Therefore, service quality is an important variable to create customer satisfaction (Reza et al., 2012). Service quality will also affect *Repurchase intention*. When Alami Restaurant & Catering Service has high quality, it will make consumers feel satisfied with the service provided and will have an impact on consumer repurchase

intention, this is in line with the explanation put forward by Nuraeni (2017) stated that the quality of service will have an impact on *repurchase intention* with the support of satisfaction. Supporting this opinion, Bougoure & Neu (2010) further stated that customer satisfaction mediates service quality with repurchase intention.

Based on some of the explanations above, it can be concluded that Product Quality (X<sub>1</sub>) and Service Quality (X<sub>2</sub>) which are unbound variables will have an influence on the dependent variable *Customer Satisfaction* (Y<sub>1</sub>). Then the high and low *Customer Satisfaction* (Y<sub>1</sub>) will have an impact on *repurchase intention* (Y<sub>2</sub>). The hypotheses proposed by researchers in this study include the following:

- 1) First hypothesis: There is a positive effect of product quality (X<sub>1</sub>) on customer satisfaction (Y<sub>1</sub>)  
Alami Restaurant & Catering Service
- 2) Second Hypothesis: There is a positive influence of Service Quality (X<sub>2</sub>) on customer satisfaction (Y<sub>1</sub>) Alami Restaurant & Catering Service
- 3) Third Hypothesis: There is a positive effect of product quality (X<sub>1</sub>) on repurchase interest (Y<sub>2</sub>)  
Consumer Alami Restaurant & Catering Service
- 4) Fourth Hypothesis: There is a positive influence of Service Quality (X<sub>2</sub>) on repurchase interest (Y<sub>2</sub>)  
Consumer Alami Restaurant & Catering Service
- 5) Hypothesis Five: There is a positive influence of customer satisfaction (Y<sub>1</sub>) as an intervening variable between product quality (X<sub>1</sub>) and Service Quality (X<sub>2</sub>) with repeat purchase interest (Y<sub>2</sub>) of Alami Restaurant & Catering Service consumers

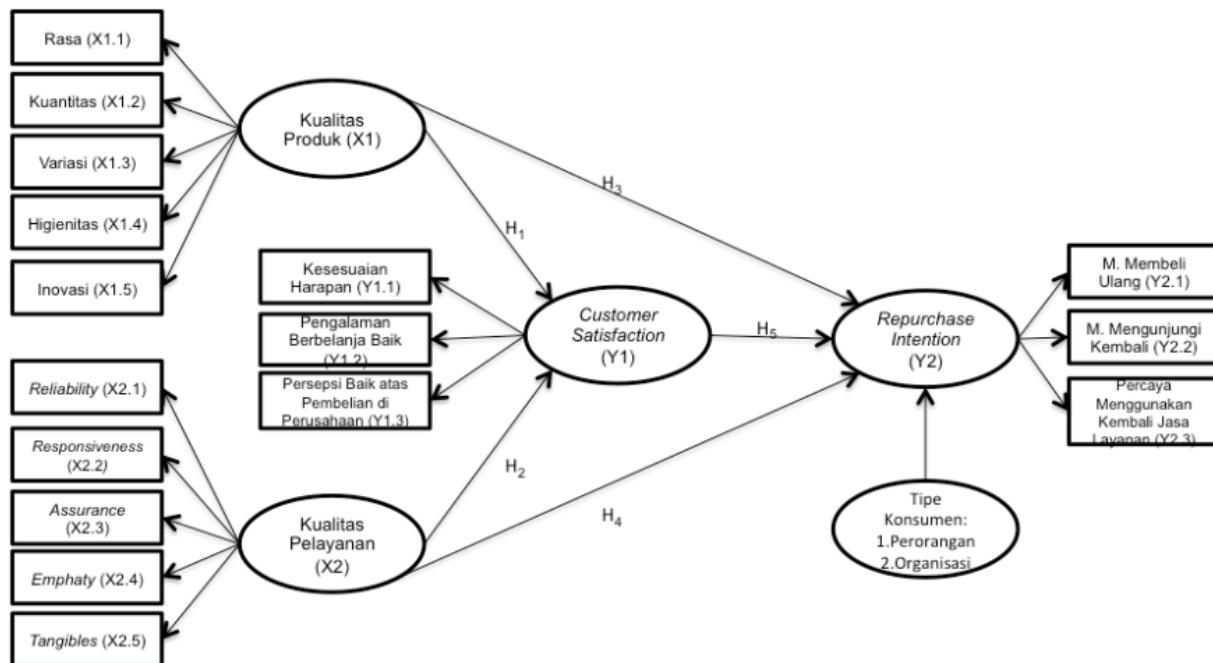


Figure 3 Research Thinking Framework

### 3. Research Methods

This research is a type of quantitative research. This research has variables to be studied, namely independent or unbound variables (X), namely Product Quality (X<sub>1</sub>) and Service Quality (X<sub>2</sub>). While the dependent or bound variables (Y) in this study are *customer satisfaction* (Y<sub>1</sub>) and *repurchase intention* (Y<sub>2</sub>). This research was conducted at Alami Restaurant & Catering Service from September 2021 to November 2021.

### 3.2 Population and Research Sample

The population of this study is all customers of Alami Restaurant & Catering Service restaurant totaling 1350 customers of which 810 of them have visited or purchased products more than 1 time. While the sample of this study is customers who are included in the population and adjusted to the criteria determined by the researcher as follows:

1. Customers who come directly to Alami Restaurant & Catering Service.
2. At least have eaten at a Natural restaurant or have purchased Natural products at least 1 time.

The determination of the number of samples in this study uses the Slovin formula as follows:

$$\begin{aligned} n &= \frac{N}{1 + N(e)^2} \\ &= \frac{810}{1 + 810(5\%)^2} \\ &= \frac{810}{3.025} \\ &= 267.76 \approx 270 \end{aligned}$$

Information:

n = Sample size

N = Population size of customers who have eaten at a restaurant or have made a minimum product purchase 1 time

e = Percent of inaccuracy allowance due to sampling errors that can still be tolerated or desired, which is 5%

Based on the results of these calculations, it can be known that the number of samples in this study was 270 respondents taken from customers who came directly to Alami Restaurant & Catering Service and at least had eaten at Alami restaurants or had purchased Natural products at least 1 time. The distribution of questionnaires will be carried out offline or directly to customers who come to Alami Restaurant & Catering Service. The following is the demographic data of research respondents:

**Table 55** Demographic Data of Research Respondents

Information	Frequency	Presented
<b>Gender</b>		
Man	147	54%
Woman	123	46%
<b>Sum</b>	<b>270</b>	<b>100%</b>
<b>Age</b>		
17 – 25 Years	43	16%
26 – 35 Years	105	39%
36 – 45 Years	73	27
> 46 Years	49	18%
<b>Sum</b>	<b>270</b>	<b>100%</b>
<b>Work</b>		
Doctor	5	1,9%
PNS	23	8,5%
Private Employees	120	44%
Self employed	53	19,6%
Student	33	12%
Miscellaneous	36	13%
<b>Sum</b>	<b>270</b>	<b>100%</b>
<b>Average Earnings</b>		
< IDR 1,000,000	11	4%
IDR 1,100,000 – IDR 2,500,000	28	10%
IDR 2,600,000 – IDR 4,000,000	80	30%
IDR 4,100,000 – IDR 5,500,000	91	34%
> IDR 5,500,000	60	22%
<b>Sum</b>	<b>270</b>	<b>100%</b>

### 3.3 Research Instruments

The research instrument used is a questionnaire which includes questions that represent indicators of each variable to be measured in this study, namely independent variables (X) and dependent variables (Y). Based on the validity test on this instrument is  $0.000 < 0.05$  so that this measuring instrument can be declared as a valid measuring instrument, and can be used for data collection in this study. The following are operational definitions and indicators for each variable:

#### 1. Product Quality (X1)

According to Kotler & Keller (2016), product quality is the totality of features and characteristics of a product or service based on its ability to meet stated or implied needs. The product referred to in this study is food as the main product presented by the company to consumers. Then the results of the reliability test in this study showed a  $\alpha$  value of  $0.668 \geq 0.60$  so that this measuring instrument can be declared as a suitable measuring instrument to be used as data collection. According to Essinger & Wylie in Sugianto (2013), there are five dimensions to measure product quality (food):

- a) Taste, the quality of taste that is well maintained in accordance with what consumers expect
- b) The quantity, quantity or portion of food that is in accordance with what consumers expect
- c) Variety, offering various types and variations of food menus
- d) Hygiene, hygiene or cleanliness of the food served is still considered
- e) Innovation, new food menus offered increasingly provide many choices for consumers so that they are attractive and not monotonous

#### 2. Quality of Service (X2)

According to Putra & Rahyuda (2018), service quality is a gap from the comparison of services obtained by consumers from companies compared to consumer expectations. Then the results of the reliability test in this study showed a value of  $0.726 \geq 0.60$  so that this measuring instrument can be declared as a feasible measuring instrument to be used as data collection. According to Nyoman & Utami (2021), there are five dimensions to measure service quality:

- a) Reliability is the ability to provide services that are as promised
- b) Responsiveness is the willingness to provide assistance and serve customers responsively
- c) Assurance is the knowledge and ability of employees to convince and provide trust for customers
- d) Empathy is a form of caring with a willingness to give personal attention to customers
- e) Tangibles are a form of physical facilities, equipment, equipment, and other physical forms used to support services

3. *Customer Satisfaction (Y1)*

According to Kotler & Keller (2016), customer satisfaction can be understood as a person's feeling of pleasure or disappointment after comparing the perceived performance of a product or service with the expectations he has. Then the results of the reliability test in this study showed a value of  $\alpha 0.717 \geq 0.60$  so that this measuring instrument can be declared as a suitable measuring instrument to be used as data collection. According to Fang et al. (2011), there are three indicators to measure customer satisfaction variables:

- a) Conformity of expectations, customers feel satisfied with products and services because the products and services that have been given by the company are sufficient for the desired expectations
- b) Good experience when shopping, customers who have used the products and services provided by the company feel that the service and quality of the goods and services are satisfactory
- c) The perception of buying goods or services in stores or companies is a good thing, customers will tend to return to buy at the store or company because they feel that what has been given by the company to customers is satisfactory

4. *Repurchase Intention (Y2)*

According to Trisnawati et al. (2012), repurchase intention is the behavior of customers who have a positive response to what has been given by a company and are interested in visiting/purchasing/re-consuming the company's products. Then the results of the reliability test in this study showed a value of  $\alpha 0.705 \geq 0.60$  so that this measuring instrument can be declared as a measuring instrument that is feasible to be used as data collection. According to Wijaya & Sugiharto (2015), there are three indicators to identify repurchase intention:

- a) Interest in repurchase, the customer has the intention to carry out a repurchase of the product
- b) Interest in revisiting, customers have the intention to visit again in the future to make a repeat purchase
- c) Believe in reusing services, customers intend to return again in the future because they are satisfied with their services or believe in reusing services

### 3.4 Data Analysis

Data analysis in this study used the *Partial Least Squares* (PLS) method to test the five proposed hypotheses, including tests on the intervention variables proposed in this study. PLS-SEM analysis is formed from two sub-models, namely the measurement model (*outer model*) and structural model (*inner model*). *Partial Least Square* (PLS) analysis using SmartPLS program.

## 4. Results and Discussion

### 4.1 Research Results

Data collection resulted in research results that describe the characteristics of respondents as customers of Alami Restaurant & Catering Service restaurants who have made purchases at the restaurant. It is as follows:

**Table 66** Characteristics of Respondents

<b>Respondent Resources</b>			
Internet		16	6%
Friend		170	63%
Family		80	29,5%
Miscellaneous		4	1,5%
<b>Sum</b>		<b>270</b>	<b>100%</b>
<b>Who respondents visit with</b>			
Own		19	7%
Friend		110	41%
Family		141	52%
<b>Sum</b>		<b>270</b>	<b>100%</b>
<b>Top Reasons Respondents Visit</b>			
Good taste		108	40%
Menu variations		26	9,6%
Priced		68	25%
Good service		48	18%
Other people's recommendations		20	7,4%
Miscellaneous		0	0%
<b>Sum</b>		<b>270</b>	<b>100%</b>
<b>Frequency of Respondents' Visits</b>			
1 time (first time)		0	0%
2-4 times		201	74,4%
5-7 times		52	19,3%
> 7 times		17	6,3%
<b>Sum</b>		<b>270</b>	<b>100%</b>
<b>Consumer Type</b>			
Own or family consumption		232	86%
Organizational or Institutional Activities		38	14%
<b>Sum</b>		<b>270</b>	<b>100%</b>

Based on the data that has been collected, it is known that respondents mostly know the Alami Restaurant & Catering Service restaurant based on recommendations from friends, namely 170 respondents or a total of 63%. Then respondents visited the Alami Restaurant & Catering Service restaurant, mostly together with family, amounting to 141 respondents or a total of 52%. Respondents as customers of Alami Restaurant & Catering Service stated that the dishes that have been served have a good taste, this is shown by respondents who say the dishes are delicious by 108 people or 40%. Most respondents have visited this Alami Restaurant & Catering Service restaurant 2 to 4 times, namely 201 people or 74.4%. Alami Restaurant & Catering Service customers are also the type of consumers who buy food to be consumed with their families, which is indicated by 232 people or 86%.

The collected data will be tested using *Partial Least Squares* (PLS). The research hypothesis can be accepted if the T-Statistic value  $> 1.96$  and the P-Value value must be  $\leq 0.05$ . The following are the coefficient values and T-Statistic values generated for hypothesis testing:

**Table 77** Path Coefficients and T-Statistics Values

	<b>Influence</b>	<i>Path Coefficient</i>	<i>T Statistics</i>	<i>P Values</i>	<b>Information</b>
H <sub>1</sub>	Product Quality (X1) -> Customer Satisfaction (Y1)	0.249	6.028	0.000	Positive and Significant
H <sub>2</sub>	Quality of Service (X2) -> Customer Satisfaction (Y1)	0.626	16.831	0.000	Positive and Significant

H <sub>3</sub>	Product Quality (X1) -> <i>Repurchase Intention</i> (Y2)	0.133	2.966	0.003	Positive and Significant
H <sub>4</sub>	Quality of Service (X2) -> <i>Repurchase Intention</i> (Y2)	0.391	6.219	0.000	Positive and Significant
	<i>Customer Satisfaction</i> (Y1) -> <i>Repurchase Intention</i> (Y2)	0.378	5.901	0.000	Positive and Significant

The path coefficient value of the effect of product quality on customer satisfaction is 0.249 with a positive direction which means that product quality has a unidirectional relationship with customer satisfaction. In other words, if the quality of the product increases, the customer satisfaction of Alami Restaurant customers will increase. The resulting T-Statistic value is 6.028, more than the specified 1.96, indicating that product quality has a significant effect on customer satisfaction from customers. The P-Value value of the effect of product quality on customer satisfaction also has a value below 0.05. Based on these results, the first hypothesis can be accepted.

The path coefficient value of the effect of service quality on customer satisfaction is 0.626 with a positive direction where this means that service quality has a unidirectional relationship with customer satisfaction. In other words, if the quality of service increases, the customer satisfaction of Alami Restaurant customers will increase. The resulting T-Statistic value is 16.831, more than the specified 1.96, indicating that service quality has a significant effect on customer satisfaction from customers. The P-Value of the effect of service quality on customer satisfaction also has a value below 0.05. Based on these results, the second hypothesis can be accepted.

The path coefficient value of the effect of product quality on repurchase intention is 0.133 with a positive direction where this means that product quality has a unidirectional relationship with repurchase intention. In other words, if the product quality gets better, the repurchase intention of Alami Restaurant customers will increase. The resulting T-Statistic value of 2,966, more than the specified 1.96, shows that product quality has a significant effect on customer repurchase intent. The P-Value of the effect of product quality on repurchase intention also has a value below 0.05. Based on these results, the third hypothesis can be accepted.

The path coefficient value of the effect of service quality on repurchase intention is 0.391 with a positive direction which means that service quality has a unidirectional relationship with repurchase intention. In other words, if the quality of service is getting better, the repurchase intention of Alami Restaurant customers will increase. The resulting T-Statistic value of 6.219, more than the specified 1.96, shows that service quality has a significant effect on customer repurchase intent. The P-Value of the effect of service quality on repurchase intention also has a value below 0.05. Based on these results, the fourth hypothesis can be accepted.

The path coefficient value of customer satisfaction on repurchase intention is 0.378 with a positive direction where this means that customer satisfaction has a unidirectional relationship with repurchase intention. In other words, if customer satisfaction increases, the repurchase intention of Alami Restaurant customers will increase. The resulting T-Statistic value is 5.901, more than the specified 1.96, indicating that *customer satisfaction* has a significant effect on customer repurchase intention. The P-Value of the effect of *customer satisfaction* on *repurchase intention* also has a value below 0.05. Based on these results, it can be concluded that *customer satisfaction* has a positive and significant influence on the *repurchase intention* of Alami Restaurant & Catering Service customers.

Testing the mediation hypothesis was carried out to show the strength of the influence of mediator variables on this study. Testing can be done with direct effect and indirect effect methods. Table 8 shows the results of the indirect effect hypothesis test obtained to determine the effect of mediating variables in research.

The path coefficient value produced by H5 has a positive value of 0.094 for the effect of product quality and 0.237 for the effect of service quality, then the hypothesis is stated to have a positive effect. The P- Value possessed by H5 is less than 0.05 which means that this hypothesis has a significant effect. The indirect effect between product

quality variables and service quality with repurchase intention variables through *customer satisfaction* mediation variables resulted in T-Statistic values of 4,072 and 5,553 respectively where the value was more than the t-table value of 1.96. Thus, the relationship between product quality variables and service quality to repurchase intention variables through customer satisfaction variables can be expressed positively and significantly.

**Table 88** Comparison of Direct Effect and Indirect Effect Output

	Influence	Path Coefficient	T Statistics	P Values	Information
H <sub>3</sub>	Product Quality (X1) -> Repurchase Intention (Y2)	0.133	2.966	0.003	Positive and Significant
H <sub>4</sub>	Quality of Service (X2) -> Repurchase Intention (Y2)	0.391	6.219	0.000	Positive and Significant
H <sub>5</sub>	Product Quality (X1) -> Customer Satisfaction (Y1) -> Repurchase Intention (Y2)	0.094	4.072	0.000	Positive and Significant
	Quality of Service (X2) -> Customer Satisfaction (Y1) -> Repurchase Intention (Y2)	0.237	5.553	0.000	Positive and Significant

Table 8 shows the magnitude of direct effect and indirect effect through customer satisfaction variables. The magnitude of the coefficient of influence of product quality variables is  $(0.249) \times (0.378) = 0.094$  and the coefficient of influence of service quality variables is  $(0.626) \times (0.378) = 0.237$  for indirect influences. Based on the results of these calculations, it can be concluded that the effect of mediation on this study is positive and significant. It can be seen in Table 8 that the value of the indirect influence coefficient is significantly smaller than the direct influence. This means that customer satisfaction in mediating the effect of product quality and service quality on repurchase intention is weak. It can be concluded that there is a positive influence between product quality and service quality on repurchase intention through *customer satisfaction* as a mediating variable so that the fifth hypothesis can be accepted.

## 4.2 Discussion

### 4.2.1 The Effect of Product Quality on Customer Satisfaction

The results of research obtained regarding the effect of product quality on customer satisfaction are positive and significant. The results of positive research mean that if the quality of the product is getting better, then customer satisfaction with Alami Restaurant & Catering Service will increase. Customer perception regarding the quality of the products provided by Alami Restaurant & Catering Service, whether it has good quality and in accordance with its expectations or not, then affects the level of customer satisfaction. The products in this study refer to food as the main product offered to consumers.

The results of this study confirm the results of previous research conducted by Gunawan & Azhar (2020) whose results show that the relationship between product quality and consumer satisfaction has a strong and positive relationship. The results of this study are supported by another study by Sari & Giantari (2020) which shows that product quality has a significant positive influence on customer satisfaction.

The results of this study also show that product quality affects customer satisfaction significantly. This shows that Alami Restaurant & Catering Service must provide good product quality because it is an important thing to do so that customers can achieve perceived satisfaction with the products in Alami Restaurant. In this study, the product in question is food so that product quality indicators that can affect customer satisfaction are taste, quantity, variety, hygiene, and innovation.

The main thing that needs to be considered by Alami Restaurant & Catering Service related to taste indicators is that it can produce food that has a taste in accordance with consumer expectations regarding Chinese

food. The thing that needs to be considered related to the quantity indicator is that it can provide portions of food that are in accordance with the wishes of consumers in each serving. The thing that needs to be considered regarding the variation indicator is that it can provide a diverse menu so that the variety of menus offered is complete in accordance with customer expectations. The thing to note regarding hygiene indicators is that they can serve new, fresh, and clean food according to customer expectations. While the thing that needs to be considered related to innovation indicators is that it can offer innovative products or new food menus so that consumers do not get bored with monotonous products because they have many choices.

#### 4.2.2 The Effect of Service Quality on Customer Satisfaction

The results of the research obtained regarding the effect of service quality on customer satisfaction are positive and significant. The results of positive research mean that if the quality of service is getting better, then customer satisfaction with Alami Restaurant & Catering Service will increase. Customer perception of the quality of Alami Restaurant & Catering Service will form a feeling of satisfaction felt by customers from their experience of getting service at Alami Restaurant & Catering Service.

The results of this study confirm the results of previous research conducted by Hilal & Top (2019) whose results show that service quality has a positive and significant effect on customer satisfaction. In line with the results of the study, Mensah & Mensah (2018) also conducted a study whose results showed that service quality had a positive and significant effect on customer satisfaction.

The results of this study also show that service quality affects customer satisfaction significantly. This shows that Alami Restaurant & Catering Service must provide good service quality because it will affect the experience felt by customers towards the service provided when eating or purchasing products at Alami Restaurant. The quality of service felt by customers is very important because it is directly related to customer satisfaction. Service quality indicators that can affect customer satisfaction are reliability, responsiveness, assurance, and empathy.

The main thing that needs to be considered by Alami Restaurant & Catering Service related to reliability indicators is the ability of employees to explain the products offered well to customers. Things that need to be considered related to responsiveness indicators are the willingness of employees to provide appropriate service to customers responsively in serving their needs when eating or purchasing products at restaurants. Things that need to be considered related to assurance indicators are the ability of employees to provide confidence and trust by providing friendly and polite service to customers. While the thing that needs to be considered related to empathy indicators is the ability of employees to understand customer desires personally well.

#### 4.2.3 The Effect of Product Quality on Repurchase Intention

The results of the research obtained regarding the effect of product quality on repurchase intention are positive and significant. The results of positive research mean that if the product quality gets better, the repurchase intention of Alami Restaurant & Catering Service will increase. Any improvement in product quality produced by Alami Restaurant & Catering Service, will result in an increase in consumer decisions to have an interest in making repeat purchases. The products in this study refer to food as the main product offered to consumers.

The results of this study confirm the results of previous research conducted by Sari & Giantari (2020) that there is a significant positive influence of product quality on repurchase intention. Also supported by research by Muliawan & Sugiarto (2018) whose results show that food quality has a positive influence on repurchase intention significantly. The results of this study also show that product quality has a significant effect on repurchase intention. This shows that Alami Restaurant & Catering Service must provide good product quality by maintaining and improving the quality of the food served so that it will generate higher repurchase interest in consumers. Assessment of product quality can then influence post-purchase consumer response and behavior, including influencing interest in revisiting and making repeat purchases at Alami Restaurant & Catering Service. In this study, the product in question is food so that product quality indicators that can affect repurchase intention are taste, quantity, variety, hygiene, and innovation.

The main thing that needs to be considered by Alami Restaurant & Catering Service related to taste indicators is that it can produce food that has a taste in accordance with consumer expectations regarding Chinese

food. The thing that needs to be considered related to the quantity indicator is that it can provide portions of food that are in accordance with the wishes of consumers in each serving. The thing that needs to be considered regarding the variation indicator is that it can provide a diverse menu so that the variety of menus offered is complete in accordance with customer expectations. The thing to note regarding hygiene indicators is that they can serve new, fresh, and clean food according to customer expectations. While the thing that needs to be considered related to innovation indicators is that it can offer innovative products or new food menus so that consumers do not get bored with monotonous products because they have many choices.

#### 4.2.4 The Effect of Service Quality on Repurchase Intention

The results of the research obtained regarding the effect of service quality on repurchase intention are positive and significant. The results of positive research mean that if the quality of service is getting better, then the repurchase intention of Alami Restaurant & Catering Service will increase. The higher the level of service quality provided to consumers makes consumers feel more that their needs or desires have been met so that an intention arises in consumers to make repeat purchases.

The results of this study confirm the results of previous research conducted by Wilson et al. (2019) whose results show that service quality has a positive effect on repurchase intention. In line with the results of this study, Mensah & Mensah (2018) also conducted a study whose results showed that service quality had a positive and significant effect on repurchase intention. The results of this study also show that service quality affects repurchase intention significantly. This shows that Alami Restaurant & Catering Service must provide good service quality and always improve its service quality in order to cause a positive consumer response and influence post-purchase behavior or in other words can influence consumer interest to revisit and make repurchases at Alami Restaurant & Catering Service. Service quality indicators that can affect customer satisfaction are reliability, responsiveness, assurance, and empathy.

The main thing that needs to be considered by Alami Restaurant & Catering Service related to reliability indicators is the ability of employees to explain the products offered well to customers. Things that need to be considered related to responsiveness indicators are the willingness of employees to provide appropriate service to customers responsively in serving their needs when eating or purchasing products at restaurants. Things that need to be considered related to assurance indicators are the ability of employees to provide confidence and trust by providing friendly and polite service to customers. While the thing that needs to be considered related to empathy indicators is the ability of employees to understand customer desires personally well.

#### 4.2.5 The Effect of Product Quality and Service Quality on Repurchase Intention through Customer Satisfaction

The results of the research obtained show that product quality and service quality have a positive and significant influence on repurchase intention through customer satisfaction as an intervening variable. There is a positive and significant mediating effect in this study, but the indirect influence coefficient is smaller than the direct influence, which means that customer satisfaction in mediating the effect of product quality and service quality on repurchase intention is weak.

The results of this study confirm research conducted by Sari & Giantari (2020) which found that consumer satisfaction has a significant positive effect on repurchase intention and consumer satisfaction also acts as a mediating variable between product quality and repurchase intention. Supported by the results of research by Wilson et al., (2019) which shows that customer satisfaction plays a role in increasing repurchase intention and becomes a mediating variable between service quality and repurchase intention. The results of research from Chang et al. (2014) also show that customer satisfaction has a significant influence on repurchase intention in food products.

Based on the results of research, Alami Restaurant & Catering Service needs to maintain and improve product quality and service quality as an important factor in the restaurant industry (Lamai et al., 2020). Alami Restaurant & Catering Service needs to provide good product quality ranging from taste that is in accordance with consumer expectations regarding Chinese food, food portions that are in accordance with consumer desires in each presentation, complete menu variations offered in accordance with customer expectations, serving new, fresh, and

clean food according to customer expectations, and offering innovative products. In addition, it is also necessary to provide good quality service ranging from being able to explain the products offered well to customers, being responsive in serving customer needs in restaurants, being able to provide friendly and polite service to customers, and being willing to understand customer desires personally well. Thus, customers will feel satisfied with their experience of purchasing products and feeling the service at Alami Restaurant & Catering Service.

In other words, product quality and service quality will have a positive effect on customer satisfaction where the impact obtained by consumers is the conformity of customer expectations that the entire product answers customer expectations for dining needs at restaurants, the experience felt for shopping for good products, and customers have a good perception of purchases at Alami Restaurant by having confidence that Alami Restaurant & Catering Service is able to provide overall consistently good service to every customer. If the level of customer satisfaction with the quality of products and service quality of Alami Restaurant & Catering Service is getting higher, it will further increase the interest in repurchase or repurchase intention of the products provided by Alami Restaurant & Catering Service with customers interested in repurchasing Alami Restaurant & Catering Service products, customers are interested in revisiting in the future to eat at Alami Restaurant & Catering Service because satisfied with its service, and customers trust to reuse Alami Restaurant & Catering Service services in the future to meet customer needs in various interests

#### 4.2.6 Managerial Implications

Research that has been conducted on the role of intervening customer satisfaction variables on the relationship between product quality and service quality on repurchase intention in consumers of Alami Restaurant & Catering Service can ultimately provide managerial implications that can be used as internal guidelines and recommendations for the basis of decision making of Alami Restaurant & Catering Service in order to maintain and increase customer loyalty and increase sales. Managerial implications on the variables of product quality and service quality, and customer satisfaction which are predictors in determining the level of consumer repurchase interest or repurchase intention include the following:

1. Raising standards related to food taste to better match the taste promised by Alami Restaurant, namely Chinese food and Indonesian specialties, and then updating Quality Control (QC) with the increase in standards so that the taste of products presented to customers can be consistent. Its implementation is supervised by a kitchen supervisor or manager for the controlling function
2. Alami Restaurant needs to do research on the portion of food that best suits the wishes of customers so that in the future Alami Restaurant can serve portions of food according to customer wishes.
3. Alami Restaurant needs to develop a new product menu to be able to complement the types of Chinese food and Indonesian specialties so that the menu variety increases and the menu choices offered to customers are more complete.
4. Update and improve standards in Quality Control (QC) process hygiene before the food menu is removed and also the presentation of food so as to minimize the possibility of problems in hygiene such as the presence of foreign objects in the food served. The way that can be done is to make a food checker carried out by kitchen supervisors and F&B team supervisors to control food and drinks before being served to customers so that they can be controlled in advance whether the food is properly cooked or still raw (usually on meat), whether the vegetables used are fresh and have been washed thoroughly or not, Whether the food presentation has been well organized according to standards or not, whether the serving plate is dirty and has stains on the edges or not, whether the tableware has been washed thoroughly or not, and whether or not the runner has used an appropriate tray or tray to serve food.
5. Alami Restaurant needs to conduct research and development to produce product innovations that are in accordance with consumer interests so that the products offered are not monotonous and make customers bored, where product innovation can be done on the main product, namely the existing food and beverage menu or make new products such as appetizers, snacks, or drinks and innovation can be done in terms of product appearance or presentation, The composition of ingredients with the addition

of new ingredients to certain menus, menu combinations, and other possible innovations that suit consumer tastes and interests based on research results.

6. Alami Restaurant needs to provide training conducted internally to new employees by the management so that they know and understand the work process, rules and policies, SOPs, and also include mastery of the entire product or product knowledge and basic service knowledge in Alami Restaurant in order to explain the products offered well to customers.
7. Alami Restaurant needs to provide training to all employees in order to understand the importance of customer satisfaction so as to understand the importance and purpose of their willingness to provide responsive service to customers because it can affect customer satisfaction; review SOPs and improve them so that they are clear and measurable so as to minimize process risks or long waiting times by customers; Daily briefings by managers are added to 2x every day, namely at the beginning of the restaurant opening and closing of the restaurant for evaluation so that employees can understand their mistakes and can correct in the future because they have been reprimanded and explained every day in this daily briefing
8. Alami Restaurant also needs to provide training and development programs to all employees related to internal knowledge and mastery, behavior, and psychology as well so that employees understand customer satisfaction and employee satisfaction so that they can be happy and feel happy in serving customers and have voluntary awareness to provide the best service to customers by being polite, friendly, patience as a way to provide confidence and trust to customers so as to achieve customer satisfaction; review clear and measurable SOPs and key performance indexes (KPIs) with the aim of improving employee performance in providing services to customers; Daily briefings are added to 2 times, namely at the beginning of the restaurant opening and closing the restaurant and weekly by the manager which also functions as an evaluation, monitoring, and reporting so that employees realize and understand their mistakes and can be given an understanding so that employees can work better in the future; And add a rewarding system to employees, can be in the form of appreciation gifts, best employee of the week, or in the form of salary bonuses for employees with good performance per short period to be more motivated after previously the rewarding system was only in the form of holiday bonuses and annual holidays with employees and their families.
9. Alami Restaurant needs to repair tools and update room facilities that are old or not functioning, clean every room and facility regularly and periodically, repaint walls, roofs, and even other restaurant parts (such as bathrooms, swimming pools, restaurant fences) to make them look clean, new, and attractive, and rearrange them to look more attractive and give the impression of a new atmosphere for customers.
10. Alami Restaurant needs to improve and always improve product quality and good service quality to customers with the aim of increasing customer satisfaction; benchmarking with competitors to find out the disadvantages and advantages they have as a basis for determining future strategies; create projects that have urgency such as training programs for employees and menu research and development and product innovation and put them in clear and measurable SOPs so that they can be known, understood, and carried out by all employees at Alami Restaurant; Monitoring & reporting to ensure that Alami Restaurant provides consistent products and services to every customer so that they have a good perception of product purchases or dining experiences at Alami Restaurant.

## 5. Conclusion and Suggestion

### 5.1 Conclusion

Based on data analysis and discussion, researchers can draw the following conclusions:

- a) There is a positive influence of product quality (X1) on customer satisfaction (Y1) Alami Restaurant & Catering Service
- b) There is a positive influence of service quality (X2) on customer satisfaction (Y1) Alami Restaurant & Catering Service

- c) There is a positive influence of product quality (X1) on consumer repurchase interest (Y2) Alami Restaurant & Catering Service
- d) There is a positive influence of service quality (X2) on the repurchase interest (Y2) of Alami Restaurant & Catering Service consumers
- e) There is a positive influence of customer satisfaction (Y1) as an intervening variable between product quality (X1) and service quality (X2) with repurchase interest (Y2) of consumers of Alami Restaurant & Catering Service

## 5.2 Suggestion

Suggestions that can be given by researchers regarding improving product quality to make it better include:

- a) Raising standards and developing the taste of food to better match the promised tastes of Chinese food and Indonesian cuisine
- b) Improve and improve Quality Control (QC) standards to maintain consistency of taste and hygiene of food processing processes starting from purchasing raw materials, storage, processing, to serving food to keep it hygienic and new
- c) Conducting research on food portions that best suit customer wishes and development to produce new product menus to be able to complement and add variations to Chinese food menus and Indonesian specialties as well as product innovations that can be done on existing main products or new product innovations such as appetizers, snacks, or drinks and innovations can be done in terms of appearance or presentation, The composition of ingredients with the addition of new ingredients, menu combinations, and other possible innovations that are interesting and in accordance with consumer interests based on research results so that consumers get more menu choices
- d) Provide direction and motivation to employees
- e) Improve and improve standards in employee work SOPs in providing services to restaurant customers
- f) Updating information to employees about the products offered so that employees can explain well and be able to provide confidence to consumers so that they do not hesitate in placing orders, which will arouse consumer confidence
- g) Providing soft skills and hard skills through training and development programs related to internal, behavioral, and psychological knowledge and mastery so as to provide better service to consumers such as always being friendly and understanding consumer desires
- h) Monitoring and providing evaluations to employees if they make mistakes so that employees can immediately correct them and provide services properly and correctly responsively
- i) Repair tools, update old or malfunctioning room facilities, and clean every room and facility regularly and periodically so that the physical appearance of the restaurant looks clean, new, and attractive to customers who come

## 5.3 Further Limitations and Suggestions of Researchers

- 1) Researchers only use data from the database owned by Alami Restaurant & Catering Service to collect complaint data as a basis for research and to find out and determine the number of study populations.
- 2) This study only uses two independent variables, namely product quality and service quality to explore and find information about customer satisfaction that can be useful to determine the level of consumer repurchase interest in the products offered by Alami Restaurant & Catering Service. Thus, there is a possibility that there are other variables outside the study that also affect customer satisfaction with purchasing products at Alami Restaurant & Catering Service, and ultimately affect the repurchase interest of Alami Restaurant & Catering Service consumers. Further research is expected to look for or add other variables that are not included in this study so that the results of the research obtained will be better. In addition, using other variables outside the research can produce more varied research and contribute to management science and insight in reviewing the fields of trade, service, and investment industries, especially the restaurant business.

3) This study only used variables that represent attitudes towards behavior to predict behavioral interest based on the grand theory used. Thus, it is possible that there are other variables outside the study that can represent subjective norms that also affect customer satisfaction with product purchases at Alami Restaurant & Catering Service, and ultimately affect the repurchase interest of Alami Restaurant & Catering Service consumers

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